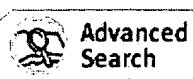



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PromoMart has listings for thousands of items of interest to promotional planners, including watches, plants and telephone cards. All the user needs to do is place all desired items in a virtual briefcase and send it to a consultant in their area. Consultants can be chosen according to the planner's area code.

Full Text (235 words)*Copyright Bill Communications Sep 1996***[Headnote]**Point your browser toward:—> <http://www.promomart.com>

Now planners need only stop off at **PromoMart** on the Web to purchase their promotional items. This cyberstore has listings for thousands of items including watches, plants and phone cards. All the user needs to do is place all desired items in a virtual briefcase and send it to a consultant in their area. Consultants can be chosen according to the planner's area code. Consultants generally respond within 12 hours.

"The convenience of this site is that it's open 24 hours a day," says Stephanie Schaeffer, Advertising Specialty Institute's Internet project manager. "They can find anything they want based on their specific needs. It makes promotional item shopping easier for the end-user."

Products are added to this consolidated buying center daily, says Schaeffer. And, nearly a dozen new companies are introduced every week or two.

The page also offers successful promotional ideas and a random drawing each month. The winner of the drawing receives \$1,000 in free promotional items. And, for the user who is having a little trouble deciding which item to use or is in search of new premium ideas, there is the Randomall, which chooses an item randomly from the catalog.

The site has been up since Feb. 1. It has received one million hits a month and the number is growing nearly 3 percent a month. There are currently 500 **distributors** and 200 manufacturers at **PromoMart**.

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